

# CBS NEWS

program premiere

485 Madison Avenue, New York, N.Y.

MISS TRIVATO

May 3, 1943

5/10/43

"YOUR HOME-FRONT REPORTER," FIVE-A-WEEK SERIES TO START ON CBS  
MAY 10, FEATURING FLETCHER WILEY, FRANK PARKER, ELEANOR STEBER

A new five-a-week series called "Your Home-Front Reporter" starts over the Columbia network, Monday, May 10. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Fletcher Wiley, famed "oracle of the home" is the "home-front reporter." He heads a star-studded cast featuring Metropolitan Opera soprano, Eleanor Steber; Frank Parker, noted American tenor, and a 22-piece orchestra, directed by David Broekman.

The program intersperses a running musical theme with features on scientific nutrition, menus to fit into the rationing program and latest information on home economics. Its educational phases are blended with entertainment designed for men as well as women.

Wiley, authority on nutrition, has appeared on numerous food programs. He is especially well known west of Chicago, having for the last nine years broadcast talks on varied problems of the home.

Steber, was winner of the Metropolitan Opera auditions three years ago. She is a native of Wheeling, W. Va., and was named an honorary colonel at Fort McPherson, Ga., during a recent USO tour of Southern camps.

(More)

Parker, popular radio singer, is a graduate of the musical comedy and operetta stages. He has also appeared in a number of motion pictures and was featured with Jack Benny in "Trans-Atlantic Merry-Go-Round."

Broekman is a native of Holland. He received his education as a violinist and conductor at the Royal Conservatory of Music in The Hague. Broekman has prepared musical scores for more than 100 motion pictures.

The Owens-Illinois Glass Company sponsors the program.

\* \* \*

Eleanor Steber and David Broekman Orch.  
replaced when pfgr. moved to  
Hollywood July 19, 1943 by Phil Harris &  
Diana Gayle and Wilbur Hatch Orch.



From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 8/27/43

9/3/43

MRS. JIMMY DOOLITTLE SPEAKS ON "YOUR HOME-FRONT REPORTER" SEPT. 3

Mrs. Jimmy Doolittle, wife of the famous flier, speaks on Columbia's "Your Home-Front Reporter" Friday, September 3. (WABC-CBS, 4:00 to 4:25 PM, EWT).

Fletcher Wiley gives information gathered from government agencies. Tenor Frank Parker, and the duo, Phil Hanna and Diana Gayle, sing popular numbers, accompanied by Wilbur Hatch's orchestra.

\* \* \*

"THE COLONEL" IS MOVED AGAIN, THIS TIME TO SATURDAYS

We beg your pardon, again. In the release of August 25, we informed you that Columbia's "The Colonel," featuring Colonel Lemuel Q. Stoopnagle, was shifted to a new broadcast time, Thursdays. So it was. But now "The Colonel" is once more shifted, this time to Saturdays, 7:30 to 8:00 PM, EWT, effective September 4 --- Thank you.

\* \* \*

FOOD EXPERT GUEST OF BILLIE BURKE ON "FASHIONS IN RATIONS"

Roy Hendrikson, Assistant Food Director of the War Food Administration, is Billie Burke's guest on "Fashions in Rations" over CBS Saturday, September 4. (WABC-CBS, 11:30 to 12:00 Noon, EWT). He speaks on "Distribution of Foods and What Foods are Available."

Against a background of humor, Miss Burke presents valuable information for homemakers. Wallace L. Kadderly, Office of Information, U. S. Department of Agriculture, discusses the latest developments in food rationing. Alice White, food economist and home volunteer advisor, gives new point-stretching recipes.

\* \* \*

From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 9/2/43

"SALUTE TO LABOR" SPECIAL LABOR DAY PROGRAM VIA CBS

"Salute To Labor," a dramatic sketch by Bernard Schoenfeld, is to be presented via CBS on Monday, September 6. (WABC-CBS, 6:15 to 6:45 PM, EWT). The play is designed to demonstrate the importance of American labor in its efforts to help win the war.

Also scheduled are War Bond appeals by Howard Mills of the United States Treasury Department, Philip M. Connelly of the CIO; C. J. Haggerty of the AFL, and P. G. Winnett of the Los Angeles Area War Chest. The program comes from Hollywood under supervision of Ted Bliss.

\* \* \*

PHIL REGAN, ROMANTIC TENOR JOINS CBS "YOUR HOME-FRONT REPORTER"

9/6/43

Phil Regan, romantic tenor, becomes a regular member of the cast of Columbia network's Monday through Friday, "Your Home-Front Reporter" Monday, September 6. (WABC-CBS, 4:00 to 4:25 PM, EWT).

Phil whose heritage is as Irish as the Blarney Stone, was born in Brooklyn, New York.

His first professional appearance on CBS in 1932 for the Burns and Allen program, led him to Hollywood and pictures. He has just completed "Sweet Rosie O'Grady" with Robert Young and Betty Grable.

Also appearing with "Your Home-Front Reporter" is Fletcher Wiley who brings listeners the latest news gathered from Government agencies.

Wilbur Hatch's orchestra provides the music.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

September 29, 1943

DON PRYOR, ELEANOR STEBER, WALTER CASSEL AND PHIL REGAN  
COMPRISE NEW CAST OF CBS "YOUR HOME-FRONT REPORTER"

9/29/43

Soprano Eleanor Steber, baritone Walter Cassel, romantic tenor Phil Regan and traveling reporter Don Pryor are featured in the new cast of Columbia's five-a-week "Your Home-Front Reporter." (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The show, formerly heard from Hollywood, now originates in New York.

Pryor, who has just completed a nation-wide tour to learn the war's impact on the home front, intersperses vital information with reports and colorful anecdotes graphically illustrating what people talk, think and do.

To music by David Broekman's orchestra, the singing stars bring favorite melodies - folk tunes, popular songs and opera excerpts.

Miss Steber, a Metropolitan Opera member, was made an honorary colonel during a USO tour of Southern camps this year.

Cassel, former star of Columbia's "Calling America," also has sung at the "met."

Regan, well known as Brooklyn's "singing cop," rose to stardom after his first break as guest on the CBS "Burns & Allen" program in 1932.

Broekman was born in Holland and educated at the Royal Conservatory at The Hague. He has directed music for many top radio shows and also has prepared musical scores for more than 100 movies.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM



From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 10/22/43

10/27/43

LIEUT. COMM. MILDRED McAFEE OF WAVES GUEST ON "HOME-FRONT REPORTER;"  
HEARD WITH WOMAN NAVY MECHANIC IN TALK ABOUT UNUSUAL JOBS

Lieutenant Commander Mildred McAfee, head of the WAVES, is a guest on Columbia network's "Your Home-Front Reporter" in a special Navy Day salute Wednesday, October 27. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Appearing with Lieut. Comm. McAfee is Mary Jane Allen, U. S. Navy Mechanic. They discuss "Unusual Jobs of the WAVES."

Traveling reporter Don Pryor, in cooperation with United States Government agencies, gives the latest home front news.

Soprano Eileen Farrell and romantic tenor Phil Regan sing colorful songs to the accompaniment of David Broekman's orchestra. Hugh Conover is the announcer.

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LYN MURRAY LEADS MUSICAL GROUPS IN NAVY DAY SALUTE  
ON "TO YOUR GOOD HEALTH" PROGRAM OCT. 27

Lyn Murray, distinguished arranger and choral director, features a Navy Day salute on his CBS music show "To Your Good Health" Wednesday, October 27. (WABC-CBS, Mondays, Wednesdays and Fridays, 6:15 to 6:30 PM, EWT).

Selections heard are "Take Me Down to the Sea," "Sea Fever," "Anchors Aweigh," "A Capital Ship," "Sailor's Hornpipe" and the Navy hymn "Eternal Father Strong to Save."

Murray leads a 20-piece orchestra, 12-voice group of choristers and guest soloists. Richard Stark is the program's host.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

November 11, 1943 11/15/43

SIX STARS JOIN ALFRED DRAKE ON "HOME FRONT MATINEE" WEEK NOV. 15:  
MERMAN, HILDEGARDE, CELESTE HOLM, ANNAMARY DICKEY, DOT SARNOFF HEARD

Columbia's "Home Front Matinee," featuring Alfred Drake in the dual role of singing star and emcee, and following a format of presenting guest celebrities five times a week, has scheduled the following performers for the week beginning Monday, Nov. 15:

Annamary Dickey, Ethel Merman, Celeste Holm, Hildegarde, Bob Kennedy, and Dorothy Sarnoff.

"Home Front Matinee" is broadcast Monday through Friday, 4:00 to 4:25 PM, EWT. On Thursdays, however, Drake will not be on the air because he will be singing at the matinee of the Broadway hit "Oklahoma," in which he stars.

The week's schedule follows:

Monday, November 15 - Annamary Dickey, soprano of the Metropolitan Opera.

Tuesday, November 16 - Ethel Merman, singing star of the Broadway musical "Something For The Boys."

Wednesday, November 17 - Celeste Holm, featured singer of "Oklahoma."

Thursday, November 18 - Hildegarde, singer of radio and night club fame, and Bob Kennedy, also of the "Oklahoma" cast.

Friday, November 19 - Dorothy Sarnoff, soprano, who created the role of the Countess in Broadway's "Rosalinda."





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

November 16, 1943

FOUR STARS JOIN ALFRED DRAKE ON "HOME FRONT MATINEE" WEEK NOV. 22;  
GLORIA WARREN, MARY ROCHE, MARIE GREEN AND VIRGINIA McWATERS HEARD

Alfred Drake, star of "Oklahoma!" featured in the dual role of singing star and emcee on Columbia network's "Home Front Matinee," presents four guest celebrities during the week beginning Monday, Nov. 22. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

The guest performers are: Gloria Warren, Mary Roche, Marie Green and Virginia McWaters.

On Thursday, November 25, Thanksgiving Day, "Home Front Matinee" will not be heard because CBS is presenting a special two-hour Holiday show from 4:00 to 6:00 PM, EWT.

The week's schedule follows:

Monday, Nov. 22 - Gloria Warren, 17-year-old Hollywood starlet making her stage debut in the new musicale "What's Up?".

Tuesday, Nov. 23 - Mary Roche, singing star of "What's Up?", who just completed the movie "The Heat's On" with Mae West. Victor Moore and William Gaxton.

Wednesday, Nov. 24 - Marie Green, singer heard on the airwaves with "Marie Green and Her Merry Men." Miss Green's voice was heard in Walt Disney's "Snow White and the Seven Dwarfs" and "The Old Mill."

Friday, Nov. 26 - Virginia McWaters, singing star of the Broadway musicale "Rosalinda." Miss McWaters is now rehearsing for lead role in new play, "Marianne."





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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

November 23, 1943

11/29/43

SIX STARS ARE GUESTS ON CBS "HOME FRONT MATINEE" FOR WEEK OF NOV. 29:  
MARSHA HUNT, HOLM, VENUTA, HELEN O'CONNELL, DEAN MARTIN, DIANE COURTNEY

Six stars of the entertainment world are presented as guests on Columbia's "Home Front Matinee," which regularly features Alfred Drake as singing master of ceremonies, for the week beginning Monday, November 29. (WABC-CBS, 4:00 to 4:25 PM, EWT, Monday through Friday).

Guests are Marsha Hunt, Celeste Holm, Helen O'Connell, Benay Venuta, Dean Martin and Diane Courtney. The schedule:

Monday, November 29 - Marsha Hunt, screen star recently seen in "Lost Angel," "Pilot No. 5" and "Cry Havoc."

Tuesday, November 30 - Celeste Holm, featured singer of "Oklahoma!"

Wednesday, December 1 - Helen O'Connell, popular singer who has been heard with Jimmy Dorsey's orchestra, recently in motion pictures.

Thursday, December 2 - Benay Venuta, radio and stage star seen in the Broadway musicale "By Jupiter." Dean Martin, popular singer, replaces Alfred Drake for this day to permit Drake to make his usual matinee performance in "Oklahoma!"

Friday, December 3 - Diane Courtney, radio singing star, heard on the Sunday night "Texaco Star Theater."

Allen Roth directs the orchestra and chorus.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM



# NEWS

FROM 485 MADISON AVENUE, NEW YORK

December 1, 1943

12/6-10/4

FIVE STARS ARE GUESTS ON CBS "HOME FRONT MATINEE" FOR WEEK OF DEC. 7:

JULIE WARREN, BIDU SAYAO, MARY HEALY, GINNY SIMMS, SARA ANN McCABE

Five stars of the entertainment world are guests of singing-emcee Alfred Drake on Columbia network's "Home Front Matinee" during the week beginning Monday, December 6. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Guests are Julie Warren, Bidu Sayao, Mary Healy, Ginny Simms and Sara Ann McCabe. The schedule:

Monday, December 6 - Julie Warren, currently starring in the revival of the popular Broadway musicale "A Connecticut Yankee."

Tuesday, December 7 - Bidu Sayao, Brazilian-born soprano of the Metropolitan Opera Company.

Wednesday, December 8 - Mary Healy, singer and actress of movies, stage and night clubs, who was featured in the Broadway production "Count Me In."

Thursday, December 9 - Ginny Simms, singing star of radio and movies, soon to be seen in her first starring picture "Broadway Rhythm."

Friday, December 10 - Sara Ann McCabe, leading lady in the Broadway show "Ziegfeld Follies." Mrs. Jimmy Doolittle, wife of the famous flyer, interviews a guest from Washington.

Allen Roth directs the orchestra and chorus.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

December 1, 1943

12/6-10/4

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Guests are Julie Warren, Bidu Sayao, Mary Healy, Ginny Simms and Sara Ann McCabe. The schedule:

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Allen Roth directs the orchestra and chorus.

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THIS IS... THE COLUMBIA BROADCASTING SYSTEM

From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 12/2/43

"WOMANPOWER" IS THEME OF CBS "THIS LIVING WORLD" PROGRAM DEC. 10;  
RECOUNTS ADVENTURES OF FOUR FAMILY MEMBERS IN VITAL WAR JOBS

The industrial adventures of four women in one family who found jobs vital to the war effort are recounted on Columbia's "This Living World" Friday, December 10. (WABC-CBS, 9:15 to 9:45 AM, EWT. Rebroadcast 3:30 to 4:00 PM, EWT).

Joining the broadcast for a discussion period based on the theme "Womanpower" is a group of girl students from St. Barnabas High School, New York, who tell about some of the war jobs now held by women. They also give suggestions on how women may be further used in the war effort.

Noted editor-educator Frank Ernest Hill, who writes the "This Living World" series, presides over the discussion as moderator. The program is a presentation of CBS' "American School of The Air."

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VIRGINIA McWATTERS OF "ROSALINDA" IS GUEST OF ALFRED DRAKE  
ON COLUMBIA'S "HOME FRONT MATINEE" MUSICAL DEC. 10

Virginia McWatters, featured in the Broadway musical "Rosalinda," is guest of singing emcee Alfred Drake on Columbia's "Home Front Matinee" Friday, December 10. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Miss McWatters, also rehearsing for the leading feminine role in the forthcoming Broadway production "Marianne," is heard in place of the originally scheduled Sara Ann McCabe.

Mrs. Jimmy Doolittle makes another appearance on the program, interviewing a guest from Washington, D. C.

\* \* \*

12/10/43



From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 12/2/43

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VIRGINIA McWATTERS OF "ROSALINDA" IS GUEST OF ALFRED DRAKE  
ON COLUMBIA'S "HOME FRONT MATINEE" MUSICAL DEC. 10

Virginia McWatters, featured in the Broadway musical "Rosalinda," is guest of singing emcee Alfred Drake on Columbia's "Home Front Matinee" Friday, December 10. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Miss McWatters, also rehearsing for the leading feminine role in the forthcoming Broadway production "Marianne," is heard in place of the originally scheduled Sara Ann McCabe.

Mrs. Jimmy Doolittle makes another appearance on the program, interviewing a guest from Washington, D. C.

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12/10/43



# NEWS

FROM 485 MADISON AVENUE, NEW YORK

December 8, 1943

12/13/43

SIX STARS GUESTS OF ALFRED DRAKE ON "BROADWAY MATINEE" WEEK DEC. 13:  
MARY WALSH, JEAN DICKENSON, CELESTE HOLM, MERMAN, COMO, JANE KEANE

Six stars of the entertainment world are guests of singing-  
emcee Alfred Drake on Columbia network's "Broadway Matinee" during the  
week beginning Monday, December 13. (WABC-CBS, Mondays through Fridays,  
4:00 to 4:25 PM, EWT).

Guests are Mary Jane Walsh, Jean Dickenson, Celeste Holm,  
Ethel Merman, Perry Como and Jane Kean.

The schedule follows:

Monday, Dec. 13 - Mary Jane Walsh, popular musical comedy  
singer.

Tuesday, Dec. 14 - Soprano Jean Dickenson, popular radio  
personality.

Wednesday, Dec. 15 - Celeste Holm, featured singer of  
"Oklahoma!"

Thursday, Dec. 16 - Ethel Merman, singing star of the  
Broadway musical "Something For the Boys," and Perry Como, popular  
CBS singer who replaces Alfred Drake for this day to permit Drake to  
make a matinee performance in "Oklahoma!"

Friday, Dec. 17 - Jane Keane, featured singer in the  
Broadway musical "Early To Bed."

Allen Roth directs the orchestra and chorus.

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THIS IS... THE COLUMBIA BROADCASTING SYSTEM





# HOLIDAY NEWS

FROM 485 MADISON AVENUE, NEW YORK 22, N.Y.

December 14, 1943

12/20/43

PATRICIA MORISON, BIDU SAYAO, GEORGIA GIBBS AND ANNAMARY DICKEY  
GUESTS OF ALFRED DRAKE ON CBS "BROADWAY MATINEE" WEEK OF DEC. 20

Patricia Morison, Bidu Sayao, Georgia Gibbs and Annamary Dickey are guests of Alfred Drake on the CBS "Broadway Matinee" during the week beginning Monday, December 20. (WABC-CBS, Monday through Friday, 4:00 to 4:25 PM, EWT).

The schedule:

Monday, Dec. 20 - Film actress Patricia Morison, recently seen in "Hitler's Madman" and in "The Fallen Sparrow."

Tuesday, Dec. 21 - Bidu Sayao, Brazilian-born soprano of the Metropolitan Opera, who has just returned from a tour of Army camps.

Wednesday, Dec. 22 - Georgia Gibbs, popular singer heard regularly on the CBS "Moore-Durante Show."

Thursday, Dec. 23 - To be announced.

Friday, Dec. 24 - Annamary Dickey, soprano of the Metropolitan Opera, who recently toured service camps in the Caribbean.

Allen Roth directs the orchestra and chorus.

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12/23/43

JOHNNY MORGAN, MARY ROCHE AND VOCAL GROUP GUESTS ON "BROADWAY MATINEE"

Comedian Johnny Morgan and singer Mary Roche, both of the new Broadway musical "What's Up?" appear as guests on Columbia's "Broadway Matinee," Thursday, December 23. (WABC-CBS, Mondays thru Fridays, 4:00 to 4:25 PM, EWT). Also among the visitors is the vocal group "The Escorts and Betty," heard weekly on the CBS "Kate Smith Hour." Morgan becomes master-of-ceremonies for this one day while the regular emcee, Alfred Drake, does his customary afternoon performance as leading man in "Oklahoma!" Allen Roth conducts the orchestra.

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MICHELE MORGAN STARS IN "JOAN OF PARIS" ON "MORRIS PLAYHOUSE"

Michele Morgan, lovely French screen star, re-enacts the title role of the motion picture "Joan of Paris" in a radio adaptation prepared for CBS "Philip Morris Playhouse" Friday, December 24. (WABC-CBS, 9:00 to 9:30 PM, EWT. Rebroadcast at 11:30 PM, EWT).

"Joan of Paris" is the story of a courageous French girl who helps British and Free French fliers escape from occupied France.

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CAROLE LANDIS IS GUEST ON CBS "JERRY LESTER SHOW" DEC. 26

Screen star Carole Landis lets herself in for ribbing about her new career as an author when she does a guest stint on Columbia's "The Jerry Lester Show" Sunday, December 26. (WABC-CBS, 8:00 to 8:30 PM, EWT). Carole recently wrote a series of Saturday Evening Post articles, "Four Jills and a Jeep," detailing her war-zone entertainment adventures with Kay Francis, Martha Raye and Mitzi Mayfair. Vocalist Vera Holly, announcer Fred Uttal and Ray Sinatra's orchestra complete the cast.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

December 22, 1943

12/27/43

SEVEN STARS ARE GUESTS OF ALFRED DRAKE ON "BROADWAY MATINEE":  
MARSHALL, STEVENS, REYNOLDS, HOLM, WARREN, MARSH, AND MOORE

Seven stars of the entertainment world are guests of singing-emcee Alfred Drake on Columbia network's "Broadway Matinee" during the week beginning Monday, December 27. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

The guests, Pat Marshall, Rise Stevens, Brad Reynolds, Celeste Holm, Leonard Warren, Audrey Marsh, and Maxine Moore, are scheduled as follows:

Monday, Dec. 27 - Pat Marshall, featured singer of the Broadway musical "What's Up?"

Tuesday, Dec. 28 - Rise Stevens, motion picture and Metropolitan Opera star, and tenor Brad Reynolds, of CBS' "Funn With Dunn." Reynolds will serve as emcee this day, as Alfred Drake will be doing a special matinee of "Oklahoma!".

Wednesday, Dec. 29 - Celeste Holm, featured singer of "Oklahoma!".

Thursday, Dec. 30 - Soprano Audrey Marsh and Metropolitan Opera baritone Leonard Warren. Drake absents himself to do his Thursday matinee of "Oklahoma!".

Friday, Dec. 31 - Maxine Moore, singer formerly heard with Phil Spitalny's orchestra.

Allen Roth directs the orchestra and chorus.

From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 12/29/43

*Week of Jan 3  
44*

AUDREY CHRISTIE, DOROTHY KIRSTEN, HELEN FORREST, JOAN BROOKS

BOB HANNON, MARTHA TILTON GUESTS ON CBS "BROADWAY MATINEE"

Audrey Christie, Dorothy Kirsten, Helen Forrest, Joan Brooks, Bob Hannon and Martha Tilton are guests of Alfred Drake on the CBS "Broadway Matinee" during the week beginning Monday, January 3. (WABC-CBS, Monday through Friday 4:00 to 4:25 PM, EWT). The schedule:

Monday, Jan. 3 - Audrey Christie, actress currently on Broadway in "The Voice of the Turtle."

Tuesday, Jan. 4 - Dorothy Kirsten, soprano of the San Carlo Opera Company.

Wednesday, Jan. 5 - Helen Forrest, torch singer formerly with Harry James' band, now receiving star billing.

Thursday, Jan. 6 - Bob Hannon of the CBS "American Melody Hour" takes charge while Alfred Drake plays his matinee of "Oklahoma!"; and Joan Brooks, CBS singer.

Friday, Jan. 7 - Martha Tilton, vocalist currently featured with Dick Powell over CBS Saturdays.

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MINERVA PIOUS ADDED GUEST ON NEW FRANK SINATRA SHOW JAN. 5

Minerva Pious, famed radio dialectician, is added as a guest on the new Frank Sinatra show making its debut over CBS Wednesday, January 5. (WABC-CBS, 9:00 to 9:30 PM, EWT. From Hollywood). Also heard on the program are Ginger Rogers, previously announced guest, and Bert Wheeler, the Vimms Vocalists and Axel Stordahl's orchestra.

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1/10/44

SIX STARS ARE GUESTS ON CBS "BROADWAY MATINEE" WEEK OF JAN. 10

Guests of singer-emcee Alfred Drake on CBS' "Broadway Matinee" for the week beginning Monday, January 10, include singers Jane Pickens, June Knight, Kitty Carlisle, Gertrude Niesen, Dick Todd and Martha Tilton. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Mon., Jan. 10 - Jane Pickens, who co-starred with Ed Wynn in "Boys and Girls Together."

Tues., Jan. 11 - June Knight, popular radio, stage and screen vocalist.

Wed., Jan. 12 - Kitty Carlisle, currently seen with Allan Jones in the movie "Larceny With Music."

Thur., Jan. 13 - Gertrude Niesen, now rehearsing for Broadway musical comedy "Follow The Girls;" and Dick Todd, who subs for Drake while latter fills matinee engagement in "Oklahoma!"

Fri., Jan. 14 - Martha Tilton, co-star with Dick Powell on CBS' "Campana Serenade" program.

Jim Ameche is program host; Allen Roth conducts the orchestra.

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BING CROSBY IN GAY COMEDY ON CBS "SILVER THEATER" JAN. 16

Bing Crosby stars in an original comedy on the CBS "Silver Theater" Sunday, January 16. (WABC-CBS, 6:00 to 6:30 PM, EWT. From Hollywood).

Under the direction of John Loder, master of ceremonies for the program, Crosby combines his acting talent with a spot of singing here and there. Felix Mills and the "Silver Theater" orchestra provide the instrumental support. Henry Charles announces.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

January 13, 1944

1/17/44

JACK ARTHUR SUBS FOR EMCEE DRAKE ON "BROADWAY MATINEE" WEEK OF JAN. 17;  
IS HOST TO NANETTE FABRAY, EILEEN FARRELL, HOLM, KAY ARMEN, AMY ARNELL

Jack Arthur, veteran minstrel man of many Broadway musical shows, serves as emcee and welcomes five guests while substituting for the vacationing Alfred Drake on Columbia's "Broadway Matinee" during the week starting Monday, January 17. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). Drake returns to the show Monday, January 24.

Guests presented by Arthur are Nanette Fabray, Eileen Farrell, Celeste Holm, Kay Armen and Amy Arnell.

Arthur, a native of Brooklyn, appeared in such musical successes as "Deep River," "Desert Song," "Follow Through" and the last of Florenz Ziegfeld's "Follies." In addition he has performed on numerous leading network programs.

Arthur's guests appear as follows:

Monday, Jan. 17 - Nanette Fabray, Broadway showgirl formerly in "By Jupiter," now in "Jackpot."

Tuesday, Jan. 18 - Eileen Farrell, featured CBS soprano.

Wednesday, Jan. 19 - Celeste Holm, star of "Oklahoma!"

Thursday, Jan. 20 - Kay Armen, Nashville girl who recently made her New York debut as a radio singer.

Friday, Jan. 21 - Amy Arnell, formerly featured vocalist with Tommy Tucker's orchestra.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

MRS. WOLF

2/1-4/44  
January 26, 1944

CORINNA MURA, IMOGEN CARPENTER, CELESTE HOLM, JERRY WAYNE,  
MARY BRINEY GUEST OF DRAKE ON "BROADWAY MATINEE"

Alfred Drake's guests on CBS' "Broadway Matinee" during the week beginning Monday, January 31, include Corinna Mura, Imogen Carpenter, Celeste Holm, Jerry Wayne and Mary Martha Briney. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, Jan. 31 - Corinna Mura, star of the new Broadway musical comedy "Mexican Hayride." She has also been featured in the Los Angeles Civic Light Opera Company.

Tuesday, Feb. 1 - Imogen Carpenter, Arkansan singer now featured in the "Ziegfeld Follies."

Wednesday, Feb. 2 - Celeste Holm, star of "Oklahoma!" in another of her frequent guest appearances on this show.

Thursday, Feb. 3 - Jerry Wayne, popular radio vocalist is guest master of ceremonies while Alfred Drake plays his matinee of "Oklahoma!"

Friday, Feb. 4 - Mary Martha Briney, lyric coloratura who made her debut at the New York City Center Opera Company.

Jim Ameche is program host. Allen Roth is musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

February 2, 1944

Week of  
2/7/44

FIRST LADY INTERVIEWED BY MRS. DOOLITTLE ON "BROADWAY MATINEE;"  
BONNIE BAKER, JOAN EDWARDS AMONG GUESTS DURING WEEK OF FEB. 7

Mrs. Franklin D. Roosevelt is interviewed by Mrs. Jimmy Doolittle on Alfred Drake's "Broadway Matinee" over Columbia network Wednesday, February 9. (WABC-CBS, Mondays through Fridays 4:00 to 4:25 PM, EWT). This is a highlight of the program's schedule for the week of February 7 through February 11.

Other guests for that period are Lyn Gardner, Bonnie Baker, Joan Edwards, Victoria Cordova and Vic Anthony. The schedule:

Monday, Feb. 7 - Lyn Gardner, of the Broadway musical show "What's Up."

Tuesday, Feb. 8 - Bonnie Baker, the singer who made "Oh, Johnny Oh" famous.

Wednesday, Feb. 9 - Mrs. Franklin D. Roosevelt interviewed by Mrs. Jimmy Doolittle.

Thursday, Feb. 10 - Vic Anthony of night club fame is guest master of ceremonies while Alfred Drake plays his matinee of "Oklahoma!" Joan Edwards, CBS songstress heard on "Your Hit Parade," is also a guest this day.

Friday, Feb. 11 - Victoria Cordova, radio singer who began her career as a dancer for the Spanish troops.

Jim Ameche is program host. Allen Roth is musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

February 8, 1944

2/14-18/44

NAN WYNN, VERNA OSBORNE, JERI SULLAVAN, JUNE HAVOC, BOB ALLEN,  
JAYNE COLLINS GUESTS OF ALFRED DRAKE ON CBS "BROADWAY MATINEE"

Alfred Drake's guests on Columbia network's "Broadway Matinee" during the week beginning Monday, February 14, include Nan Wynn, Verna Osborne, Jeri Sullavan, June Havoc, Bob Allen and Jayne Collins. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

The schedule:

Monday, Feb. 14 - Nan Wynn, noted motion picture and radio singer.

Tuesday, Feb. 15 - Verna Osborne, lyric-soprano of the San Francisco Opera Company.

Wednesday, Feb. 16 - Jeri Sullavan, popular CBS vocalist.

Thursday, Feb. 17 - June Havoc, now featured on Broadway in "Mexican Hayride," and Bob Allen who was heard with the late Hal Kemp's orchestra and now has a band of his own. Allen is guest emcee while Alfred Drake plays his matinee of "Oklahoma!"

Friday, Feb. 18 - Jayne Collins, popular radio singer.

Jim Ameche is program host. Allen Roth is musical director.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM



# NEWS

FROM 485 MADISON AVENUE, NEW YORK

O. KATZ

February 16, 1944

2/21 to 2/22  
'44

LOIS JANUARY, CONNIE MOORE, CELESTE HOLM, "TEXAS JIM" ROBERTSON,  
JACK ARTHUR, JULIE CONWAY GUESTS OF DRAKE ON "BROADWAY MATINEE"

Alfred Drake's guests on "Broadway Matinee" over Columbia network during the week beginning Monday, February 21, include Lois January, Constance Moore, Celeste Holm, "Texas Jim" Robertson, Jack Arthur and Julie Conway. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, Feb. 21 - Lois January, radio's early songbird known to the men in service as "Reveille Sweetheart."

Tuesday, Feb. 22 - Constance Moore, film and musical comedy actress currently co-starred with Joseph Cotten on CBS' "America-Ceiling Unlimited." Connie shares guest spotlight with "Texas Jim" Robertson, who is master of ceremonies while Drake plays a special holiday matinee of "Oklahoma!"

Wednesday, Feb. 23 - Celeste Holm, one of the stars of "Oklahoma!" in another of her frequent guest appearances on this show.

Thursday, Feb. 24 - Jack Arthur, musical comedy and radio singer, is guest master of ceremonies while Alfred Drake plays his regular Thursday matinee of "Oklahoma!"

Friday, Feb. 25 - Julie Conway, singer heard in network shows. Jim Ameche is program host. Allen Roth is musical director.

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THIS IS... THE COLUMBIA BROADCASTING SYSTEM





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

February 25, 1944

BRANCH RICKEY, RED BARBER AND MRS. JIMMY DOOLITTLE  
AMONG GUESTS ON "BROADWAY MATINEE" WEEK OF FEB. 28

2/28<sup>th</sup>  
3/3/44

Guests of singing emcee Alfred Drake on the CBS "Broadway Matinee" for the week beginning Monday, February 28, are Red Barber, Branch Rickey, Mrs. Jimmy Doolittle, Col. Bryan Houston, and entertainers June Robbins, Morina, Patsy Garrett, Jack Arthur and Betty Jane Watson. (WABC-CBS, Monday through Friday, 4:00 to 4:25 PM, EWT). The schedule:

Monday, Feb. 28 - Red Barber, sports announcer and chairman of the Brooklyn Red Cross campaign, interviews President Branch Rickey of the Brooklyn Dodgers. Vocalist guest is June Robbins of New Orleans, formerly with Gus Arnheim's orchestra.


Tuesday, Feb. 29 - Morina, Moscow-born singer who appeared with the New Opera Company in New York.

Wednesday, March 1 - Patsy Garrett, radio singer who has been heard with Fred Waring's orchestra.

Thursday, March 2 - Jack Arthur, versatile entertainer of stage and radio, is guest emcee while Drake does an "Oklahoma!" matinee.

Friday, March 3 - Mrs. Jimmy Doolittle interviews Col. Bryan Houston, Deputy Administrator of OPA in charge of the Rationing Department. Guest vocalist is Betty Jane Watson, who appears as Betty in "Oklahoma!"

Jim Ameche is program host, Allen Roth is music director.



# NEWS

FROM 485 MADISON AVENUE, NEW YORK

3/6-10/44

March 1, 1944

KAREN COOPER, MARCIA DANE, KAY LORRAINE, KAY ARMEN, ILENE WOODS  
GUESTS OF ALFRED DRAKE ON COLUMBIA NETWORK'S "BROADWAY MATINEE"

Alfred Drake's guests on "Broadway Matinee" over Columbia network during the week beginning Monday, March 6, include Karen Cooper, Marcia Dane, Kay Lorraine, Kay Armen, and Ilene Woods. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, March 6 - Karen Cooper, popular singer who was chosen by Irving Berlin for a featured role in Broadway's "Louisiana Purchase."

Tuesday, March 7 - Marcia Dane, young coloraturo soprano heard with the Chicago Opera Company.

Wednesday, March 8 - Kay Lorraine, radio singer opening shortly at the Versailles, New York nite-club.

Thursday, March 9 - Kay Armen, vocalist discovered in an amateur contest conducted by columnist Ed Sullivan.


Friday, March 10 - Ilene Woods, seventeen-year-old songstress who recently toured Army camps in New England.

Jim Ameche is program host. Allen Roth is musical director.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

Marcy 7, 1944

3/13-17/44

MARIE GREEN, MELINA MILLER, GEORGIA GIBBS, JOAN BROOKS, MARY BRINEY  
ON GUEST ROSTER OF ALFRED DRAKE'S "BROADWAY MATINEE"

Alfred Drake's guests on "Broadway Matinee" over CBS during the week beginning Monday, March 13, include Marie Green, Melina Miller, Georgia Gibbs, Joan Brooks and Mary Martha Briney. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

The schedule:

Monday, March 13 - Marie Green, songstress whose voice was heard in Walt Disney's "Snow White and the Seven Dwarfs" and "The Old Mill."

Tuesday, March 14 - Melina Miller, the "Miss New York of 1943." She came here to be a dress designer, won a beauty contest and turned out to be a popular radio singer.

Wednesday, March 15 - Georgia Gibbs, vocalist of the CBS "Moore-Durante Show."

Thursday, March 16 - Joan Brooks, who has her own program of songs over Columbia network five nights a week.

Friday, March 17 - Mary Martha Briney, lyric coloratura who made her debut at the New York City Center Opera Company.

Jim Ameche is program host. Allen Roth conducts the orchestra.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

March 15, 1944

3/20-24/44

EILEEN FARRELL, ALLAN JONES, CELESTE HOLM, MARY SMALL, LYNN GARDNER,  
VICTORIA SCHOOLS, GUESTS OF DRAKE ON "BROADWAY MATINEE"

Guests of singing-emcee Alfred Drake on CBS' "Broadway Matinee" for the week beginning Monday, March 20, are Lynn Gardner, Victoria Schools, Celeste Holm, Mary Small, Allan Jones and Eileen Farrell. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, March 20 - Lynn Gardner, beautiful vocalist now heard on Bob Hawk's comedy-quiz "Thanks to the Yanks" over CBS Saturday nights.

Tuesday, March 21 - Victoria Schools, vocalist being coached for operatic roles by Dr. Wallerstein, stage director of Metropolitan Opera.

Wednesday, March 22 - Celeste Holm, star of "Oklahoma!" in another of her frequent guest appearances on this program.

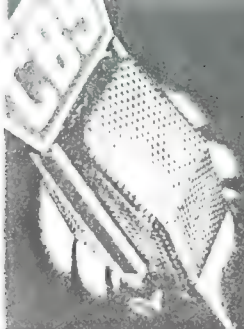
Thursday, March 23 - Mary Small, currently in the Broadway musical show "Early To Bed"; and Allan Jones, popular moving picture star, who is guest emcee while Alfred Drake plays his matinee of "Oklahoma!"

Friday, March 24 - Eileen Farrell, CBS soprano heard frequently with the Columbia Concert Orchestra and on the "American Melody Hour."

Jim Ameche is program host. Allen Roth is musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

3/27-31/44  
March 22, 1944

JOY HODGES, KAREN KEMPLE, IMOGEN CARPENTER, DIANE COURTNEY,  
ALLAN JONES, JUNE FORREST GUESTS ON "BROADWAY MATINEE"

Alfred Drake, singing-emcee of Columbia network's "Broadway Matinee" presents the following guests for week beginning Monday, March 27: Joy Hodges, Karen Kemple, Imogen Carpenter, Diane Courtney, Allan Jones, and June Forrest. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, March 27 - Joy Hodges, recently starred in the Chicago company of "Doughgirls."

Tuesday, March 28 - Karen Kemple, Danish-born songstress who starred in her own radio show over CBS station KMOX in St. Louis.

Wednesday, March 29 - Imogen Carpenter, Arkansas gal now featured in the "Ziegfeld Follies."

Thursday, March 30 - Diane Courtney, popular vocalist formerly with Fred Waring's orchestra; and Hollywood's Allan Jones, who is guest emcee while Alfred Drake plays his matinee of "Oklahoma!"

Friday, March 31 - June Forrest, Hartford vocalist who began her radio career when she was nine years old.

Jim Ameche is program host. Allen Roth is musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

March 29, 1944

4/3/44

MARION HUTTON, MARCIA DALE, CAROL BRUCE, LIZA MORROW, ALLAN JONES  
AND MARGARET DAUM GUESTS OF DRAKE ON "BROADWAY MATINEE"

Alfred Drake, singing emcee on CBS' "Broadway Matinee" presents Marion Hutton, Marcia Dale, Carol Bruce, Liza Morrow, Allan Jones, and Margaret Daum as his guests for the week beginning Monday, April 3. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, April 3 - Marion Hutton, blonde songstress who used to sing with Glenn Miller's band.

Tuesday, April 4 - Marcia Dale, singer who has just been signed to headline Billy Rose's Diamond Horseshoe show.

Wednesday, April 5 - Carol Bruce, popular radio songstress and motion picture actress, currently appearing at the Roxy Theater in N.Y.

Thursday, April 6 - Liza Morrow, popular vocalist; and Allan Jones, who is guest emcee-singer while Alfred Drake absents himself to play his matinee of "Oklahoma!"

Friday, April 7 - Margaret Daum, Metropolitan Opera soprano. Jim Ameche is program host. Allen Roth is musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

April 4, 1944

4/10/44

MONICA LEWIS, KAY ARMEN, ALLAN JONES, CELESTE HOLM, ILENE WOODS  
MARY MARTHA BRINEY GUESTS OF ALFRED DRAKE ON "BROADWAY MATINEE"

Alfred Drake, singing emcee of Columbia network's "Broadway Matinee" presents Monica Lewis, Kay Armen, Allan Jones, Celeste Holm, Ilene Woods and Mary Martha Briney as his guests for the week beginning Monday, April 10. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, April 10 - Monica Lewis, Broadway musical comedy singer and night club star.

Tuesday, April 11 - Kay Armen, vocalist discovered in an amateur contest conducted by columnist Ed Sullivan; and Allan Jones who is guest emcee while Drake plays a special Easter matinee of "Oklahoma!"

Wednesday, April 12 - Celeste Holm, one of the stars of "Oklahoma!" in another of her frequent guest appearances on this show.

Thursday, April 13 - Ilene Woods, 17-year-old songstress who recently returned from an Army camp tour of New England; and Allan Jones as guest emcee while Drake plays his regular matinee of "Oklahoma!"

Friday, April 14 - Mary Martha Briney, lyric coloratura who made her debut this season at the New York City Center Opera Company.

Jim Ameche is program host. Allan Roth is musical director.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM



# NEWS

FROM 485 MADISON AVENUE, NEW YORK

April 13, 1944

4/17/44  
or

JERI SULLAVAN, LINA ROMAY, CONNIE RUSSELL, NANCY DONOVAN, ALLAN JONES,  
EVELYN KNIGHT SCHEDULED WITH DRAKE ON "BROADWAY MATINEE"

Guests of singing-emcee Alfred Drake on Columbia network's "Broadway Matinee" for the week beginning Monday, April 17 are Jeri Sullavan, Lina Romay, Connie Russell, Nancy Donovan, Allan Jones, and Evelyn Knight. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, April 17 - Jeri Sullavan, popular CBS vocalist heard regularly on her own programs.

Tuesday, April 18 - Lina Romay, young vocalist with Xavier Cugat and his orchestra.

Wednesday, April 19 - Connie Russell, night club entertainer recently seen in the motion picture "Lady Be Good."

Thursday, April 20 - Nancy Donovan, popular vocalist discovered by Allan Jones in an East Side cafe. Jones is guest-emcee while Alfred Drake plays his matinee performance of "Oklahoma!"

Friday, April 21 - Evelyn Knight, night club and radio singer.

Jim Ameche is program host and Allen Roth conducts the orchestra and chorus.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM





# NEWS

FROM 485 MADISON AVENUE, NEW YORK

MRS. WOLF

April 19, 1944

4/24/44

MARGO, ALLAN JONES, DOROTHY SHAY, EDNA SKINNER, MARIE GREENE  
AND AUDREY MARSH SCHEDULED WITH DRAKE ON "B'WAY MATINEE"

Alfred Drake, "Oklahoma!" leading man who serves as emcee of Columbia network's "Broadway Matinee" presents Edna Skinner, Marie Greene, Audrey Marsh, Dorothy Shay, Allan Jones and Margo as his guests for the week beginning Monday, April 24. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, April 24 - Edna Skinner, night club singer; she makes her radio debut on this broadcast.

Tuesday, April 25 - Marie Greene, known for her singing in Walt Disney's "Snow White and the Seven Dwarfs."

Wednesday, April 26 - Audrey Marsh, radio singer and actress; featured vocalist on Lyn Murray's "To Your Good Health," CBS musical show.

Thursday, April 27 - Dorothy Shay, featured singer on CBS' "Cresta Blanca Carnival"; with Allan Jones as guest singing-emcee while Drake plays his regular matinee of "Oklahoma!"

Friday, April 28 - Margo, stage and screen actress who used to sing with Xavier Cugat's orchestra.

Jim Ameche is program host. Allen Roth directs the orchestra.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

April 26, 1944

5/1-5/44

CELESTE HOLM, ALLAN JONES, AMY ARNELL, KAY PENTON, SYLVIA FROOS,  
VERNA OSBORNE, GUESTS OF ALFRED DRAKE ON "BROADWAY MATINEE"

Six singing stars are guests of Alfred Drake on "Broadway Matinee" over CBS for the week beginning Monday, May 1. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). They are Celeste Holm, Allan Jones, Amy Arnell, Kay Penton, Sylvia Froos, and Verna Osborne.

The schedule:

Monday, May 1 - Kay Penton, New Orleans singer currently featured on the CBS "Friday on Broadway" program.

Tuesday, May 2 - Sylvia Froos, popular motion picture singer and radio star who has just returned from a tour of army camps and hospitals.

Wednesday, May 3 - Celeste Holm, one of the stars of "Oklahoma!" in another of her frequent guest appearances on this show.

Thursday, May 4 - Amy Arnell, formerly featured vocalist with Tommy Tucker's orchestra; and Allan Jones who is guest emcee while Drake plays his regular matinee of "Oklahoma!"

Friday, May 5 - Verna Osborne, lyric soprano of the San Francisco Opera Company.

Jim Ameche is program host. Allen Roth directs the orchestra.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

May 2, 1944

JOAN BROOKS, IMOGEN CARPENTER, ALLAN JONES, MARY MARTHA BRINEY,  
SHIRLEY DALE MOORE, REVA REYES GUESTS ON "BROADWAY MATINEE"

Alfred Drake, singing-emcee of Columbia network's "Broadway Matinee" presents the following singing guests during the week beginning Monday, May 8: Joan Brooks, Imogen Carpenter, Allan Jones, Mary Martha Briney, Shirley Dale Moore and Reva Reyes. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, May 8 - Imogen Carpenter, Arkansas lovely now featured in the "Ziegfeld Follies."

Tuesday, May 9 - Shirley Dale Moore, English star who toured U.S. with Katharine Hepburn in "Jane Eyre."


Wednesday, May 10 - Reva Reyes, Mexican singer who was touring France with Noel Coward when war broke out, and magaged to escape from Paris as the Nazis entered city.

Thursday, May 11 - Joan Brooks, popular CBS singer and Allan Jones who is guest emcee while Drake plays his regular matinee of "Oklahoma!"

Friday, May 12 - Mary Martha Briney, lyric coloratura who made her debut with the N.Y. City Center Opera Company.

Jim Ameche is program host. Allen Roth musical director.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

May 10, 1944 5-10-19-4

ALLAN JONES, GENEVIEVE ROWE, CELESTE HOLM, MARY MARTHA BRINEY,  
JOSEPHINE HOUSTON, VIRGINIA OSWALD ON "BROADWAY MATINEE"

Alfred Drake, singing emcee of Columbia network's "Broadway Matinee," presents vocalizing visitors Allan Jones, Genevieve Rowe, Celeste Holm, Mary Martha Briney, Josephine Houston and Virginia Oswald as his guests for the week beginning Monday, May 15. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The Schedule:

Monday, May 15- Virginia Oswald, making her first radio appearance. She's Joan Roberts' understudy in "Oklahoma!"

Tuesday, May 16- Genevieve Rowe, popular singer heard on CBS' "Gay Nineties Revue" as Jenny Lynn.

Wednesday, May 17- Celeste Holm, featured singer of "Oklahoma!" in another of her frequent guest appearances on this program.

Thursday, May 18- Josephine Houston, popular radio and night club soprano, and Allan Jones who is guest emcee while Drake plays his regular matinee of "Oklahoma!"

Friday, May 19- Mary Martha Briney, lyric coloratura who made her debut this season at the New York City Center Opera Company.

Jim Ameche is program host. Allen Roth is musical director.

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THIS IS . . . THE COLUMBIA BROADCASTING SYSTEM



From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 5/18/44

FIVE GUEST VOCALISTS SCHEDULED  
FOR "BROADWAY MATINEE"

Alfred Drake, "Oklahoma!" leading man who serves as singing emcee of Columbia's "Broadway Matinee," presents Allan Jones, Genevieve Rowe, Celeste Holm, Mary Martha Briney, Josephine Houston, and Virginia Oswald as his guests for the week beginning Monday, May 22. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, May 22 - Celeste Holm.

Tuesday, May 23 - Josephine Houston.

Wednesday, May 24 - Genevieve Rowe.

Thursday, May 25 - Mary Martha Briney.

Friday, May 26 - Virginia Oswald.

Jim Ameche is program host. Allen Roth musical director.

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ANDRE KOSTELANETZ AND LILY PONS ARRIVE  
IN PERSIA-IRAN-IRAQ AREA FOR USO TOUR

Andre Kostelanetz, noted conductor of CBS' "The Pause That Refreshes On the Air" programs, and his wife, Metropolitan Opera soprano Lily Pons, have arrived in the Persia-Iran-Iraq Area for a six to eight-weeks tour for the USO.

Kostelanetz is to conduct Army orchestras and bands, and will appear in two-piano recitals with another USO artist. During Kostelanetz's leave from "The Pause That Refreshes On the Air" Percy Faith is the guest-conductor.

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From Columbia Broadcasting System,  
485 Madison Ave., New York 22, 5/24/44

FIVE VOCALISTS GUESTS OF ALFRED DRAKE  
ON "BROADWAY MATINEE" MAY 29-JUNE 2

J. 29-6-2 - 44

Alfred Drake, singing emcee of Columbia network's "Broadway Matinee" presents Allan Jones, Eileen Farrell, Imogen Carpenter, Kay Armen, June Knight and Karen Kemple as his guests of the week beginning Monday, May 29. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT). The schedule:

Monday, May 29 - Kay Armen.

Tuesday, May 30 - June Knight and Allan Jones.

Wednesday, May 31 - Karen Kemple.

Thursday, June 1 - Imogen Carpenter

Friday, June 2 - Eileen Farrell.

Jim Ameche is program host. Allen Roth musical director.

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JUDY'S SHAKESPEAREAN TRAMP GETS THE SURPRISE OF HIS WIFE

Mister Bones, the Shakespearean blotto whom Judy is trying to marry off to get rid of him, gets the surprise of his seedy life when his missing wife turns up in answer to the advertisement Judy placed in the matrimonial columns, on the "Judy Canova Show" Tuesday, May 30. (WABC-CBS, 8:30 to 8:55 PM, EWT. Rebroadcast at 12:00 PM).

Judy's vocal renditions on the program include "Ma, He's Making Eyes at Me" and "You are My Sunshine." Eddie Dean contributes "The Last Round-up." Cast of the program also includes comedians Mel Blanc and Ruby Dandridge, announcer Ken Niles and Charles Dant and his orchestra.

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# NEWS

FROM 485 MADISON AVENUE, NEW YORK

June 1, 1944

RONALD GRAHAM IS NEW SINGING-EMCEE ON "BROADWAY MATINEE"

PATSY GARRETT SIGNED AS FEMININE VOCALIST

Ronald Graham, young musical comedy star, has been engaged as the new singing-emcee on Columbia network's "Broadway Matinee" starting Monday, June 5. He replaces Hollywood-bound Alfred Drake. Another innovation is the signing of Patsy Garrett, popular singer, as the program's feminine vocalist. (WABC-CBS, Mondays through Fridays, 4:00 to 4:25 PM, EWT).

Graham was born in Hamilton, Scotland, hometown of Sir Harry Lauder. His family moved to California where young Graham worked with a choral group on a local radio station and appeared in two movies. While in the film capital, Ronald was offered a lead in the Broadway production of "Virginia." Other Broadway successes followed, notably "Du Barry Was A Lady," "By Jupiter" and, currently, "Dream With Music."

Miss Garrett, who has just returned from a USO camp tour, is a singing discovery of Fred Waring. She hails from Richmond, Virginia.

Jim Ameche continues as program host and Allen Roth as conductor of the orchestra.

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